

# RETAILERS' OPINION AND MOVING PATTERN OF READY TO COOK AND SAMBAR MASALA

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## **Abstract**

*In recent times the lifestyle of the people is changing rapidly like food, clothing, work life according to their wants and needs. Now- a- days ready to cook product made their cooking easier than masala products. In this research the researcher tries to find the moving pattern of Ready to cook product and Sambar masala product with the main objective of the retailer's opinion about the customer preference towards the ready to cook and sambar masala products then to analyse how the retailer purchase the product from the distributors and to study the factor influencing the retailers to purchase the product. This project is based on the retailer's survey which will helps in knowing the opinion of the retailer towards ready to cook product and sambar masala product and to measure the satisfaction level of the retailers towards those products and to identify the fast-moving product in the Ready to cook and sambar masala and to analyses the behavioural intention of the customers towards these products. The information required for this research are collected through questionnaires from the retailers dealing with Ready to cook and masala products. The survey is taken from 140 Retailers and analysis is done with the SPSS software using the tools of regression, average and chi square. From the analysis, it is found that Fast moving product is Pani puri kit in ready to eat and Idicha sambar masala in sambar masala. When comparing both the ready to cook and sambar masala the moving pattern of regional sambar masala is high.*

## **Keywords:**

*Masala Products, Ready to Cook, Sambar Masala, Pani Puri Kit, Bhel Puri Kit, Retailers, Preference Towards Masala*

## **1. INTRODUCTION**

Retailers must offer things that can be used in a variety of ways. The attitude of retailers was evaluated in order to enhance the efficiency of their offerings [1]. In essence, marketers may keep their current clientele while luring in new ones. Getting new clients is harder than keeping the old ones. Therefore, they must review and consider client input in order to improve performance. The sale transaction marks the conclusion of the product's sales, but it is also the moment when the starts with an original marketing idea [2]. To determine whether the customer is satisfied, the marketer must with the specific product or service. Spices are a big part of Indian cuisine, and they are often used to prepare food for export [3]. They would initially import one product for export from another nation before adding additional spices. "MASALA" is the Hindi word for "SPICE." When we make our meals daily, they need to be combined with a variety of spices. Spices are the most important ingredients for enhancing and flavoring food [4]. Spices are used to create the flavors and texture of other products. Spice raw materials are available to the market. Additionally, spices are used to treat ailments [12]. Most of them are used as spices for healing and medicine. Spice mixtures are referred to as masalas [5]. For a few decades, the Masala company developed and expanded more rapidly [13]. A wide range of masala products are introduced annually [14]. A

passionate love of food has developed out of the process of making these masalas.

## **2. INDUSTRY PROFILE**

Masala is a product that can be found in every nook and cranny of India. India is a nation with a wide range of delectable flavors in its cuisine. Spices are used in every kind of food in India. Nearly every grocery store carries masala products. Spices are an important part of how Indians cook food and then export it. In our initial days, they to give one item for send out from other nation and afterward get contribution of some other flavors [14] [15]. "The Hindi word for "SPICE" is "MASALA." The Masala company grew at a faster rate for a few decades. Every year, numerous Masala varieties are introduced. Making masalas of this kind has become a passion of mine. There are vegetarian and non-vegetarian powders in masala products. India is the largest spice producer and consumer. The masala must be exported to numerous nations. India trades between 75 and 109 ISO product varieties. Nowadays, ready-made masala and packed spices take longer to prepare in Indian cuisine [16]. Most of them prepare their meals with instant food because it saves time and adds flavor. However, in the past, they had to use the tried-and-true method of making masala in homes. They must now prepare the masala for use with various machines, such as cleaning, sorting, roasting, grinding, packaging, and so forth.

## **3. REVIEW OF LITERATURE**

In [6], the researcher claims that retailers, wholesalers, and distributors operate in a variety of channels, including direct and indirect.

The terms "direct" and "indirect" refer to the customer purchasing goods directly from the manufacturer, while "indirect" refers to the customer purchasing goods indirectly from wholesalers and retailers [7]. This is referred to as the route along which goods travel from retailers to end users. According to his method of research, masala products are an example of a long distribution channel [8]. He also talked about the three-tire system, which involves wholesalers, retailers, and retailers selling the product to end users [9]. As a result, the researcher talked about the three-tire system during this process. The product cannot be directly available to retailers after it has been manufactured [10]. The second process has two intermediaries, and the third and final channel is called "direct to the customer," and it involves selling products directly to the end user. Angamuthu [3] Mixing masala is a masterful combination of art and science. Mixing masala is a skill and not an easy task in India, where there is a wide range of distinct cuisines and preferences. On a national and international scale, numerous businesses are entering the masala industry [11]. The purpose of this study is to

determine how satisfied customers are with the Sakthi masala brand. This study used a questionnaire to get answers from 200 people about the things that make them want to buy the products. The chi square test is used in this study to determine the significant association between different age groups and the Sakthi masala brand.

#### 4. OBJECTIVES

- The market survey is based on the retailer’s opinion towards masala products.
- To analyze how retailers purchased masala product.
- To find out the factor influencing the retailers to purchase masala product.

#### 5. SCOPE OF THE STUDY

The focus of this study is to get good understanding about the retailer’s opinion on the ready to cook and sambar masala. This study helps the marketers in improving their strategies and attract more retailers and thereby increasing their sales volume

#### 6. RESEARCH METHODOLOGY

##### 6.1 RESEARCH DESIGN

The descriptive nature research method is used to conduct the study and the data is collected through structured questionnaire among 140 retailers

##### 6.2 SOURCE OF DATA

Both primary and secondary data are used in this research. The primary data was collected from the respondents using a structured questionnaire through printout form the questionnaire contains 5-point scale questions and demographic questions. Secondary data are the data which are collected from journal, literature, and various websites.

Table.1. Demographic details and interpretation

Types of stores	Departmental store	35
	Petty shop	17
	Supermarket	88
	hypermarket	0
	Up to 1 year	6
Duration of the store	2-5 year	6
	5-10 year	72
	More than 10 years	55
	10-20 product	51
Sales volume in a day	20-30 product	76
	More than 30	13
	Wholesaler	14
Whom you will purchase	Manufacturer	0
	Distributor	126
	Retailer	0

	Nil	138
Complaints faced	Product is outdated	0
	Printing mistake	1
	Product is damaged	1
	Package	5
Important element	Price	43
	Promotion	46
	Sales service	46

Table.2. Comparing the moving pattern between pani puri vs bhel puri (ready to cook) from the above figure.

Product	Low	Medium	Moderate	Total
Pani puri kit	59	67	17	140
Bhel puri kit	102	32	6	140

It is inferred that from the 140 respondent the moving pattern of pani puri kit with bhel puri kit it has been proved that the moving pattern of bhel puri is relatively compared to bhel puri. 102 respondents felt that the moving pattern of bhel puri is low , were 59 respondents has said that moving pattern of pani puri is low, 67 respondents felt that the moving pattern of pani puri kit is medium were only 32 respondents felt moving pattern of bhel puri kit is medium and 6 respondent felt that the moving pattern of bhel puri kit is moderate while 14 respondent felt that the moving pattern of pani puri is moderate . from this response it has been defined that the moving pattern bhel puri kit is very low compared to pani puri kit.

Table.3. Comparing the moving pattern between spicy sambar masala vs idicha sambar masala.

Product	Low	Medium	Moderate	Total
Spicy sambar masala	1	46	93	140
Idicha sambar masala	1	43	96	140

It is inferred that from the 140 respondents the moving pattern of spicy sambar masala and idicha sambar masala, from the above response 1 respondent felt that the moving pattern of sapicy sambar masala is low and again 1 respondent felt that the moving pattern of bhel puri is low , 43 respondent felt that the moving patten of idicha sambar masala is medium and 46 respondent felt that the moving pattern of spicy sambar masala is medium and 93 respondents felt that the moving pattern of spicy sambar is moderate were 96 respondent felt that the moving pattern of idicha sambar is moderate , thus form this above response it has been defined that the moving pattern of idicha sambar masala is slightly higher when compared with spicy sambar masala.

Table.4. Weighted average of the moving pattern of Ready to cook

Moving Pattern	Pani Puri	Bhel Puri	Average
Low	59	102	80.5
Medium	67	32	49.5
Moderate	14	6	10
Total	140	140	

Table.5. Weighted average of the moving pattern of sambar masala

Moving Pattern	Spicy Sambar Masala	Idicha Sambar Masala	Average
Low	1	1	1
Medium	46	43	44.5
Moderate	93	96	94.5
Total	140	140	

It is inferred that from the above table helps to identify the comparison of moving pattern of the ready to cook vs regional sambar masala. from the above response it has been defined that the average moving pattern of ready to cook is 80.5 compared to regional sambar masala, and it has determined that the moderate moving pattern of regional sambar masala is high compared to ready to cook, so it has defined that the moving pattern of regional sambar masala is high.

Table.6. Choose one of the products which you considered as the most preferred product by the customer from your opinion.

Product	Frequency	Percentage
Idicha sambar masala	43	30.7%
Spicy sambar masala	64	45.7%
Pani puri kit	33	23.6%
Bhel puri kit	0	0%
Total	140	140

Table.7. Rank the level of importance in ready to cook.

SI. No	Factors	Average response (5 - strongly agree to 1 - strongly disagree)	Rank
1	Consumer demand	2.8428	1
2	Profit margin	2.8	2
3	Promotional activities	2.65714	3
4	Price	2.48571	4
5	Offer	2.36428	5
6	Return policy	2.32857	6
7	Flexible order size	2.29285	7
8	Order processing	2.27142	8

Table.8. Rank the level of important factors in masala products

SI. No	Factors	Average response (5 - strongly agree to 1 - strongly disagree)	Rank
1	Consumer demand	4.914285	1
2	Profit margin	4.907142	2
3	Promotional activities	4.814285	3
4	Price	4.75	4
5	Offer	4.6	5
6	Return policy	4.378571	6
7	Flexible order size	4.364285	7

8	Order processing	4.342857	8
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It is inferred that among 140 respondents compared to the average of ready to cook the profit margin of regional sambar masala is high, the average of consumer demand in regional sambar masala is high compared to the ready to cook, the average of promotional activities is high in regional sambar masala compared to the ready to cook, overall, the average of all the factors is high in regional sambar masala compared to ready to cook.

## 7. CONCLUSION

It is found that the moving pattern of regional sambar masala is high compared to the ready to cook and also Bhel puri kit has the low sales volume when compared to Pani puri kit. From the research it is know that when compared to spicy sambar masala, idicha sambar masala has the higher sales volume. It is found that overall, the sales volume and the moving pattern of regional sambar masala is high compared to ready to cook products.

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